



**Featured in this issue:**

• **The Stage is Set for Farm Show Success**

• **2005 NAILE Wrapup**

• **Large Tradeshows Contribute to KEC Success**

**AT THE TICKET OFFICE:**

**Tickets for the following are on sale now**

**Professional Bull Riders – Enterprise Series**

Friday, January 6 – Saturday, January 7  
Broadbent Arena, 8:00pm  
Tickets: \$36 – Reserved  
\$26 – Adult & \$11 children 2-12  
\$16 – Adult & \$11 children 2-12  
\$11 – Reserved

**Harlem Globetrotters – The Unstoppable Tour**

Saturday, January 14 – Freedom Hall, 7:00pm  
Tickets: \$101 – Magic Circle  
\$40 – VIP  
\$27 – Reserved  
\$21 – Reserved  
\$15 – Reserved

**WWE – Raw Live**

Friday, January 20 – Broadbent Arena, 7:30pm  
Tickets: \$41 – Reserved  
\$31 – Reserved  
\$21 – Reserved

**Arenacross**

Friday, January 27 – Sunday, January 29  
Broadbent Arena  
7:30pm Friday & Saturday  
12pm Sunday  
Tickets: \$21 Adult & \$6 children 2-12 –  
Reserved (Friday & Saturday)  
\$21 Adult & \$6 children 2-12 –  
General admission (Sunday)

All prices increase \$2 day of show

**Winter Jam 2006 – Featuring: NewSong,  
Newsboys, tobyMac, ZOEgirl, Hawk Nelson,  
Krystal Meyers, and Sphere of Fear**

Saturday, February 4 – Broadbent Arena, 6:00pm  
Tickets: \$11/Reserved – Advance  
\$16/Reserved – Day of Show

**Championship Tractor Pull**

Wednesday, February 15 – Saturday, February 18  
Freedom Hall  
7:30pm each night  
1:00pm Saturday  
Tickets: \$26 – Reserved (Wed. through  
Sat. afternoon show)  
\$36 – Reserved (Sat. night show)

**Coldplay with special guest Fiona Apple**

Thursday, February 23 – Freedom Hall, 7:30pm  
Tickets: \$67 – Reserved – SOLD OUT  
\$47 – Reserved  
\$37 – Reserved  
Ticket Limit: 12 per person

**University of Louisville Basketball**

Freedom Hall

**Men's Games:**

January 5, 9, 15, 21 and 25  
February 4, 11 and 22 and March 1

**Women's Games:**

January 7, 14, 18 and 31  
February 4, 12, 21 and 28

Tickets: Call (502) 852-5151

**All tickets subject to availability  
All prices include a \$1 facility charge**

**To order tickets:**

KEC Ticket Office (502) 367-5144  
Ticketmaster (502) 361-3100  
TDD (502) 367-5131



## East Wing and East Hall Reconstruction Positions KEC for the Future

When the Kentucky Exposition Center (KEC) first opened its doors 50 years ago, it was a marvel of size and innovation designed to attract events both large and small from all around the world. Though no one had seen anything like it when it premiered in 1956 as the largest multi-purpose facility in the world, major cities across the country took notice and soon began work on their own eye-popping exposition centers. Now, as a growing number of cities vie for a share of global tradeshow business, the Kentucky State Fair Board and local government officials are ensuring KEC's future business success.

"The Kentucky Exposition Center has long been a favored destination in the convention and tradeshow business," explained Fair Board President and CEO Harold Workman. "That's an enviable position to be in, but it has taken continued support from state leaders to upgrade and expand this facility and keep it among the top ranked exposition centers in the country. The recent addition of South Wing C and the approaching reconstruction of the East Wing and East Hall are major components to maintaining that status."

While KEC remains one of the largest facilities of its kind half a century after its grand opening, structural upgrades are essential in order to attract new shows and maintain the growing needs of current clients. Beginning in April, the East Wing and East Hall, part of KEC's original facility, will undergo a major renovation to transform its 216,000 square feet of exhibit space into highly sought-after Class "A" exhibit space. The dim lighting, low ceiling and 96 columns that currently make up the East Wing will give way to abundant light and a 27-foot tall ceiling supported by only five columns – changes that are necessary to house the large tradeshows that have made Louisville their preferred destination. These renovations will bring

the total amount of contiguous Class "A" exhibit space inside KEC to 680,000 square feet.

Upon completion in the Fall of 2007, the transformation will provide benefits beyond the additional show-floor room, including a large reception area with glass skylights, similar to the existing South Wing lobbies. The pre-function space will connect to the Freedom Hall concourses for easy visitor access, and a well-appointed VIP Suite will sit atop the wing's second floor.

With reconstruction scheduled into the fall of 2007, several shows and a few of the Fair Board's own productions, like the Kentucky State Fair, will have to reorganize many of its exhibitors. Workman believes reshuffling the layout of events during construction will provide further benefits for the exposition center.



*The East Wing and East Hall will be transformed into prime exhibit space by reducing the buildings' 96 columns to five, raising the ceiling height to 27 feet, and constructing large reception areas that connect to Freedom Hall's concourses.*

"In addition to creating more exhibit space, we have a chance over the next several months to display a new look for our exhibitors and visitors," he said.

Once the renovations are complete, potential economic impact generated by the facility is expected to increase from \$400 million to approximately \$600 million a year. To follow the reconstruction progress throughout the year, visit [www.kyexpo.org](http://www.kyexpo.org).



The Stage Is Set For Farm Show Success

Growth, innovation and unrivaled quality are just some of the aspects the National Farm Machinery Show (NFMS) provides its patrons year after year. This time around, visitors to the 41st edition of the agribusiness show, held at the Kentucky Fair & Exposition Center (KFEC) February 15-18, won't be the only ones benefiting. Bigger and better things await the NFMS itself.

Already holding the distinction as the largest indoor farm show in the nation, the NFMS is expanding thanks to the completion of the 237,000 square foot South Wing C in October, 2005. Having more than 1.2 million square feet of total exhibit space available at KFEC allows the NFMS to build upon last year's success; no small feat considering that the 2005 show recorded the second-highest attendance figure in its 40-year history.

Throughout the expansive show floor, approximately 800 exhibitors will display everything from irrigation equipment, tractors and combines, to livestock nutritional supplements and even computer software. At no other show in the country can you see such a

comprehensive gathering of the top brand names in the industry displaying their most recent technological advancements all under one roof.

In addition to the impressive list of exhibitors, 300,000 people are expected to attend the NFMS, bringing an estimated economic impact of \$19 million to Kentucky. That figure makes it the most financially successful tradeshow held at KFEC. With the opening of a new wing, and renovations to begin on another, the NFMS will not only be encouraged to continue growing, but it will also have premier space to do so.

Capping the success of the exposition, the 38th annual Championship Tractor Pull (CTP), sponsored by Syngenta, returns at the conclusion of each day to rock and roar



For more information, visit [www.farmmachineryshow.org](http://www.farmmachineryshow.org).

inside Freedom Hall to the delight of capacity crowds. Known as the oldest indoor pull in the nation, this invitation-only event draws the circuit's top drivers to town to rev their high-power, high-octane vehicles down the dirt track. Drivers compete in four evening pulls and an additional Saturday afternoon performance for national recognition and a share of \$200,000 in prize money. As evidence of its steadfast popularity, last year's CTP sold out all five performances, bringing raucous, engine-revving action to more than 76,000 spectators.

attend were treated to live video streaming of many of the contests held in Freedom Hall through the show's website. These broadcasts over the web were the first in NAILE's history, and further video streaming is likely to appear during the 2006 show. For event information or a complete list of results, visit [www.livestockexpo.org](http://www.livestockexpo.org).

Large Tradeshow's Contribute to KEC Success

The new South Wing C at the Kentucky Exposition Center (KEC) will offer huge benefits to many of the facility's tenants in the upcoming year, and one such tradeshow is set to take advantage of the additional space in just a matter of days. The 48th Midwest Manufactured Housing Federation "Louisville Show" will lay its foundation at KEC January 17-19.

With more than 4,000 retailers, builders, developers and community managers scheduled to attend this multi-dimensional exhibition, the show is the largest indoor manufactured housing show in the world and one of the top 200 tradeshows in the country.

As one of the exposition center's largest and oldest tenants, the Manufactured Housing Show is on a distinguished list of shows that have a lengthy history with KEC. Several of these long-standing tenants that fill the venue's calendar have helped KEC maintain its status as one of the top 10 meeting facilities in the country for the last 50 years.

"It says something about our staff and the city of Louisville that these shows continue to choose our venue to host their annual events," said Debbie Burda, director of sales for KEC. "The location is convenient, and the size of our facility and our dedication to help each show create the best experience possible for its visitors and exhibitors has been repaid with their loyalty over the years."

The addition of the new South Wing C coupled with renovations set to take place inside the East Wing and East Hall were necessary to retain some of the exposition center's largest tenants. Many returning shows, including the Kentucky State Fair Board's own productions - like the Kentucky State Fair and the National Farm Machinery Show - can now grow even more, ensuring they can continue to make the Commonwealth their tradeshow "home."

**KEC'S LONG-TERM PARTNERSHIPS**  
Number of years show has been held at KEC (through 2005) in bold.

Midwest Manufactured Housing Federation "Louisville Show" . . . . .	<b>47 years</b>
National RV Industry Tradeshow . . . . .	<b>42 years</b>
Mid-America Trucking Show . . . . .	<b>34 years</b>
International Lawn, Garden & Power Equipment Expo. . . . .	<b>22 years</b>
National Street Rod Association. . . . .	<b>14 years</b>
National Quartet Convention . . . . .	<b>13 years</b>
International Construction Utility Equipment Expo . . . . .	<b>10 years</b>



For more information on all of the shows scheduled to appear at the Kentucky Exposition Center, visit [www.kyexpo.org](http://www.kyexpo.org).

Schedule of Events

JANUARY	
5	Mid States Horticultural Expo*
5	University of Louisville vs. Villanova
6-7	Professional Bull Riders – Enterprise Tour
7	University of Louisville (W) vs. Villanova
8	Special Occasions Bridal Expo
9	University of Louisville vs. UC Davis
14	Harlem Globetrotters – The Unstoppable Tour
14	University of Louisville (W) vs. Notre Dame
15	University of Louisville vs. Pittsburgh
17-19	Midwest Manufactured Housing Federation "Louisville Show"*
18	University of Louisville (W) vs. Georgetown
20	WWE Raw Live!
21	University of Louisville vs. Connecticut
22	All-Age All-Breed Conformation & Obedience Dog Match
25	University of Louisville vs. Cincinnati
27-29	Arenacross
27-29	Louisville New Car Show
27-29	Winter Blitz Youth Conference*
28-Feb. 6	Louisville Sport, Boat, RV & Vacation Show
31	University of Louisville (W) vs. Connecticut
31-Feb. 2	KWP Bellsouth Technical Training Symposium*
FEBRUARY	
3-5	Kentucky Flea Market
4	Winter Jam 2006
4	The Caper to Benefit The Family Place: A Child Abuse Treatment Agency
4	University of Louisville vs. Notre Dame
4	University of Louisville (W) vs. Marquette
9-12	Kosair Shrine Circus
11	University of Louisville vs. University of South Florida
12	University of Louisville (W) vs. Syracuse
15-18	National Farm Machinery Show and Championship Tractor Pull
21	University of Louisville (W) vs. University of South Florida
22	University of Louisville vs. DePaul
23	Coldplay In Concert
24	KAPHCC Tradeshow and Convention*
24	Military Collectibles Auction
24-26	Champion's Derby Classic Gymnastic Competition
24-26	Carl Casper's Custom Auto Show
25-26	Ohio Valley Military Society Show of Shows
25-26	National Gun Day
28	University of Louisville (W) vs. Providence
MARCH	
1	University of Louisville vs. Marquette
3-5	National Beef Exposition
3-5	National Houseboat Expo
3-5	Mason-Dixon Games
3-5	Kentucky Flea Market
4-5	Kentucky Crafted: The Market
4	Children & Teens Casting Call
5	Crown Enterprises Spring Extravaganza*
10-12	57th Metro Louisville Home, Garden & Remodeling Show
11-12	Kentuckiana Antique Auto Swap Meet
11-12	Kentucky Classic Alpaca Show
15-19	Kentuckiana Cluster All-Breed Dog Show
15-19	GLTC Agility Trial
23-25	Mid-America Trucking Show*
31-April 2	The Log & Timber Home Show
31-April 2	Kentucky Flea Market

*Closed to the public THIS LIST IS SUBJECT TO CHANGE	
For more information, contact: Kentucky Exposition Center P.O. Box 37130 Louisville, KY 40233-7130	Event Hotline: (502) 367-5005 KEC Main Number: (502) 367-5000 Sales Department: (502) 367-5150 <a href="http://www.kyexpo.org">www.kyexpo.org</a>